

# -Comment and Opinion-

TORRANCE, CALIF., WEDNESDAY, JULY 31, 1968

Wonderful Wizards of Washington

HERB CAEN SAYS:

## Opportunity vs. Dole

Legislation proposing an "income maintenance program" for the nation's poor could help perpetuate the very condition it attempts to cure.

Government programs providing for welfare or income supplement payments to individuals because of their poor economic situation should be based solely on verified need and not on any system of self-assessment or on assumed uniform need.

Giving money, without any strings attached, is the easy way out, but is it the right way or the best way? We don't think so.

The advocates of such legislation indicate that "by establishing a single

national criterion of assistance-need, it would end the indignities and violation of personal liberty which characterize the existing welfare system."

Some things may be done effectively in Washington, but this is one area where states, cities, towns and private efforts can be more effective. Legislative dole does not eliminate poverty. To root it out we must have the coordinated effort from all segments of the community, and that calls for dedicated leadership.

We still feel that it is the people who have the heart, who provide encouragement and incentive. It is the people who help lift up the less fortunate by the bootstraps.

## Bumper-to-Bumper Theft

According to figures compiled by the National Automobile Theft Bureau a record number of 650,000 autos were stolen in the nation last year.

That's enough cars, someone has figured out, to stretch bumper to bumper from the Tijuana border station to Vancouver, B.C., and part way back—maybe back as far as Grants Pass, Ore.

The rising number of car thefts in the United States comes in the face of repeated warnings to motorists to

secure their vehicles when leaving them. The rate of auto thefts has soared as much as 17 per cent in one year and has doubled since 1960.

If yours was one of those bumper-to-bumper stolen cars, you have already gotten the message.

If your time is still to come, you might delay it significantly by making certain that you remove the ignition key and lock the car whenever you leave it—anyplace.

WILLIAM HOGAN

## Old Catalog Hints At Gay 90s Living

Back in the McKinley era, when the dollar was as sound as a solid oak sideboard, who would think of paying \$14.75 for a Sears Roebuck catalogue? That enterprising Chicago house cheerfully flung its catalogues the breadth of the Republic in an effort to convince readers how easy it was to order just about anything by mail, in any language. "Tell us what you want in your own way, no matter whether good or poor writing, and the goods will promptly be sent to you..."

Hundreds of thousands of Americans pawed over these marvelous "consumers guides" as Sears labeled its catalogue then. The idea took on, capitalized at \$150,-

000 in 1895, Sears listed its assets in excess of \$100 million just 20 years later.

But \$14.75 is the price of the "1897 Sears Roebuck Catalogue" which Chelsea House will introduce tomorrow, a fully illustrated, 772-page museum piece from which one can obtain a

### Browsing Through the World of Books

fairly accurate description of life during the last decade of the 19th Century. These were the "good old days" when prices (like wages) were astonishingly low, baby bonnets to horse blankets, and an imported alarm clock, "a very good time-

keeper," went for as low as 57 cents.

Sears offered ladies linen suits, blazed style with newest sleeves and cuffs, from \$3.15. There was a \$39.95 parlor organ of solid quartered antique oak, bellows made of the best rubber cloth with sheepskin leather in the valve (plus a binding ten-year guarantee). There were autoharps, zithers, dulcimers, Swiss-made music boxes and, at 34 cents, a harmonica holder Bob Dylan might envy, "an especially advantageous attachment, leaving the hands free for playing another instrument."

And guns, under Sporting Goods and a Department of Revolvers, where the celebrated Forehand & Wadsworth Automatic could be ordered at \$2.70, and something called a "Defender," a .32-caliber, at a mere \$1.20. From this "cheapest supply house," as Sears described itself, the medicine chests of the land could be supplied with "Dr. Chaise's Nerve and Brain Pills," a "Positive Rheumatic Cure" and "Spirits of Turpentine," pure, for internal or external use. The "cheapest crutch on the market," new, pair, went for \$1.10.

A complete set of the Encyclopedia Britannica went for \$19.95, and a ladies electric bicycle "a very neat and graceful wheel," at \$29.90, was made of the same strong metal as the "Gents." So it goes in this volume edited by Fred L. Israel, professor of American history at City College of New York, plus introductions, not one but two, by S. J. Perelman and Richard Rovere.

I find it a browser's delight, although the print occasionally is a little too small for these weary eyes, as it must have been for those under Liberty hanging lamps on Midwestern farms that year. Yet, under Optical Goods in this compendium, I find a complete line of bi-focal spectacles and other seeing aids, plus this enticing offer: "With all eyeglasses costing 50 cents or more, except those with off-set guards, we give a case and cord free." My order is on the way.

Abe Mellinkoff



### SACRAMENTO REPORT

## Other Cities Eye LA 'Tippler' Tax

By HENRY C. MacARTHUR  
Capitol News Service

SACRAMENTO — Some sympathy, even for the hardened prohibitionist, needs to be given those who consume alcoholic beverages in Los Angeles. For in this city, a new tax has been imposed.

Already, the drinker in all areas of the state is subject to taxes above and beyond those paid by the people who can let it alone. First, the federal government cuts in for its share. Then the state has a two-way on alcoholic beverages, the liquor tax, followed by the sales tax.

It would appear then, that the case of a municipality adding a city tax would fall in the category of adding insult in injury.

Nevertheless, this is what the city of Los Angeles has done. It has imposed a five per cent levy, known as the "tippler tax," on all alcoholic beverages consumed on the premises of on-sale license holders. This means generally, that when you drop into a bar in Los Angeles for a quick one, or several as the case may be, it

will cost approximately a nickel more to buy a drink than it would outside the city where no such tax is in effect.

When the Los Angeles city council adopted the ordinance, the action threw not only the liquor industry in that city in a turmoil, but also caused a lot of confusion in Sacramento.

Asked what the department of alcoholic beverage

### News and Opinions On Sacramento Beat

control intended to do about the tax, Edward J. Kirby, director, said nothing at all, as it isn't a matter which concerns the department. His offices, he says, are primarily engaged in enforcing the alcoholic beverage control statutes, and other agencies are responsible for tax collecting.

The ordinance calls for collection of the "tippler tax" by the city clerk in Los Angeles, a clause which makes it a double government job, as the state board of equalization collects the state's taxes on liquor. Opponents of the tax in

Los Angeles wasted no time in filing for declaratory relief and injunction against the expenditure of public funds. How this will come out remains to be seen.

Meanwhile, Assemblyman Harvey Johnson (D-El Monte), is seeking a ruling on legality of the step by Los Angeles from Sacramento. Johnson has requested an opinion from Attorney General Tom Lynch as to whether a municipality has the power under the constitution to put an additional liquor tax on the consumer.

The question also involves whether the consumer of liquor can be singled out as the target of a tax bite, while consumers of other products escape such a tax. Also, is the tax discriminatory, in that it does not apply to all the people of the state.

Los Angeles contends the levy is a "use tax" on the consumer, and that it is not a tax on the licensee, although the licensee would be required to make the collections for the city and be responsible for payment. Whatever the tax is, the end result is the same, the citizen has to pay it unless the courts hold it illegal. Imposition of the tax reflects the growing demand of government for new sources of revenue, and, incidentally points to the fact that if Los Angeles is successful in making the tax stick, it won't be long before other cities throughout California will follow suit.

## A Letter . . . . . . To My Son

By Tom Rische  
High School Teacher and Youth Worker

Dear Bruce:

Beware of statements which begin with the word, "everybody." Beware particularly if it's the first part of the sentence, "Everybody's doing it," or some variation thereof.

Because people are different, everybody isn't doing it or thinking any one thing, except dying and paying taxes (and I have doubts about the latter). There are more kinds of behavior than that engaged in by the two basic human models — male and female.

Despite stereotypes we like to hang on them, people don't act, dress or vote alike except at the point of a gun, and even then they don't think or react the same.

Some people toss around the word, "everybody," because they want us to hop aboard the "bandwagon" and do what they want. TV announcers assure us that "Everybody's switching to 'Brand X,'" which is supposed to prove that we

shouldn't be the last on our block to join the crowd.

Politicians talk as if they knew what everybody (except a few knuckleheads and crooks) is thinking, but they, too, want us aboard their bandwagon.

Some people puff up their own importance by solemn announcements starting out, "Everybody knows that . . ." or "Everybody is going to . . ." The phrase is particularly popular with socialites and teenagers, who really mean "Most everybody I know" instead of "everybody."

The same is true of travelers who take their tour guide's opinions and return proclaiming that "Everybody in France feels . . ." or "Floridians really believe . . ."

The world looks like what we see around us, Bruce, and it sounds like the people we talk to, but there are plenty of people we don't know.

Keep your eyes and ears open.

YOUR DAD

## Quote

If the recall movement is successful in getting on the ballot in November, I predict reversal of what the recall people expect and Governor Reagan to win handily. — Assemblyman Paul Priolo.

## Press-Herald

Glenn W. Pfeil  
Publisher

Reid L. Bundy  
Editor and Co-Publisher

Published Each  
Wednesday and Sunday

3238 W. Sepulveda Blvd.  
Torrance, Calif. 90510

## Carson Mad At (Bleep)s

If you happened to catch S. F.'s The Committee on the Johnny Carson show the other night, you know that the punchline to the skit was bleeped, as follows (Peter Bonerz to Jessica Myerson, at the end of an evening's date): "Do you wanna (bleep)?" The full sentence is "Do you wanna (censored)?" The only other clue I can offer is that it's a five-letter word — and it may come as a surprise, or maybe not, that Carson was considerably annoyed that the word was cut off the air. "(Bleep)ed again," he cried.

Bill Jones, asst art director at Ch. 9, is hard at work making 10 California bear outfits to be worn during Gov. (Reagan's) demonstration at the Miami convention, masterminded by Disney Productions. The costume will cost \$300 each, and will be carrying an umbrella (aw) and wearing blue-and-gold shorts. Mustn't have our bears running around naked . . . Bill Nee, a loyal San Franciscan involuntarily exiled to Forth Worth, reports he has yet to see a McCarty-for-President bumper sticker there. "The rumor," he says, "is that cars displaying such heresy are quietly crunched between two oil trucks."

You know about Augie Martin? for a time, he played lovable little Farina in the Our Gang Comedies, so near and dear to children of our generation. After graduating from Cal, he became one of the first Negro pilots to be employed by major airlines — most recently Seaboard World Airways, on flight out of New York and here. During his vacation this year, he volunteered to fly Red Cross supplies into ravaged Biafra — and while trying to land his Constellation on a tiny field, he crashed. Killed instantly.

Bidding through a representative, Dick Nixon (the very same) made the high bid of \$321.97 on a 900-lb. Black Angus steer at the Alameda County Fair — and wait till he tries to get THAT into the elevator of his Park Avenue digs . . . The old long-vacant Purity Market on Bridgeway in Sausalito has now been painted a fetching purple and pumpkin and turned into a psychedelic supermarket by Jim Kamm. "The Button King" (well, how many messages can you get on a zipper?). He wants to call it the Impurity Market, but the Sausalito overseers are not amused.

Writer Rick Setlower, researching a nat'l magazine piece on TV commercials, was impressed to discover that whereas only 50 nat'l commercials were filmed here in '66, over 200 were made in '67 and even more this year. "This," he said to an advertising chief, "is because San Francisco looks unique, right?" "Wrong," replied the adman. "It's because San Francisco has bits and pieces of every other city in the country. In the Spring, which is when we do our filming, San Francisco is Everyville."

One of the most insidious anti-Reagan plots is said to be stewing in the Machiavellian mind of Speaker Jesse Unruh. The rumor that Reagan is hooked on astrology, like many another historic figure, inspired Unruh to find out the hour of Reagan's birth and supply the data to Astro-Camp of Phoenix, which now sends Reagan's horoscope to Unruh every month.

The plot as it unfolded to me, goes that whenever Reagan's horoscope says he is going to have a good day, the Unruh forces in the Legislature conjure up some particularly strong anti-Reagan measure. And when the horoscope indicates a bad day, the anti-Reagan people go along meekly with whatever plan the Governor has in mind. You see possibilities.

I have the Governor's July horoscope (or "Personal Astro-Camp") before me, and it looks like a fruitful month. Monday, for instance, "a person who is very outspoken may show considerable regard for you but do nothing to upset the equilibrium of emotional trends" (in other words, tell Jesse not to call you, you'll call him). Tuesday, however, "It is a good idea to replace letter with a long distance call" (hello, Jesse?).

Friday sounds ominous: "If you drive anywhere be sure that any passenger you have is safe as possible. Keep to the back ways rather than the highways." The day before, though, is "a good day to travel, to marry, to go in for a new sport" — and where does that leave Nancy? And as for today, July 31, Astro-Camp says sympathetically: "You may have to give up a project that has been dear, Mr. Reagan." Well maybe, he didn't WANT to be President.

A Mess of Dottage: Stan Mulligan and Charlie Barrett, who own Latitude 38 in Sausalito, crashed their Bechcraft Bonanza in the Mojave Desert ("scaring hell out of six Indians") but emerged unscathed from the near-total wreck. Back in Sausalito, they recounted the adventure to Bob Shane, of the late Kingston Trio, who told about the time the Trio's plane crashed. Stan: "Yeah, but there's one difference. We survived—the Kingston Trio didn't!"

Art dept.: In the window of the Decor-Art Galleries on downtown Sutter St. is one of Marc Chagall's "Drawings from the Bible," showing one man killing another. It is labeled by the gallery, "Caen and Abel," and I haven't decided yet whether to be flattered.